

Annual Marketing and Communications Plan for Fiscal Year 2010

(Example)

Executive Summary

- Provide a brief summary on the key elements of your overall plan
- Focus on 3 – 5 ideas that are core to the success of your plan

Background and Rationale of Plan

- Summarize key background information or research used in creating this plan
- What is the intended purpose or result that you look to achieve?
- What is your focus?
- Who is your competitor?

Situation Analysis - SWOT

Look to both internal and external elements to determine

- *Strengths* — What strengths exist in your agency/program that you should capitalize?
- *Weaknesses* — What weaknesses exist and how will you overcome or minimize?
- *Opportunities* — What potential opportunities exist that should be taken advantage of?
- *Threats* — What current and potential risks do you foresee?

Target Audience

- Who is your primary target audience and why?
 - Demographics (gender, age, education level, etc.)
 - Psychographics (attitudes, lifestyle, opinions, etc.)
 - Geographic Areas (statewide, rural areas, Central Indiana, etc.)
- Identify fundamental problems, challenges and needs facing your target audience
- Additional audiences who may benefit

Objectives and Goals

- Outline what are you trying to accomplish with your agency/program?
- If submitting a plan for more than one program area, what are the individual objectives and goals of each?
- What foreseen barriers do you expect to encounter/overcome?
- Focus on specific measurable goals so that you can track progress

Positioning Statement

- In one sentence, describe what action(s) you want your target audience to take and what the focus is:
 - Are you seeking a change in behavior?
 - Is there a benefit to the target audience?
 - Are you attempting to help your audience overcome a specific barrier?

Marketing Strategies

- This section provides a general outline of preferred marketing and communications strategies for your target audience and stakeholders. This general outline should be used to develop and specify recommendations in the *Implementation Plan* section
- 4 P's: Product, Price, Place and Promotion
 - *Product* – What “product” do you provide to your target audience? This could be a service (Tobacco Quitline), an event (Minority Health Fair), a place (State Park)
 - *Price* – Can be monetary for tangible objects and services or nonmonetary for costs associated with time, effort or energy required to perform requested task
 - *Place* – Where and when will your target audience come into contact with your product – do any barriers exist?
 - *Promotion* – What will you say, to whom, how and where? Includes message, creative strategy and the chosen communication channels

Evaluation and Monitoring

- How do you plan to evaluate the success of your plan?
- What goals will be measured?

Budget

The budget should include:

- A budget amount or estimated amount for each item included in the plan.
- A description of the project
- The type of project (paid media, sponsorship, promotional item, publication)
- Source of funding (State, Dedicated, Federal)
- Details or deadlines limiting or prescribing use of funds.

Budget (example)

Description	Cost	Funding Type	Other info
Paid Media			
Print Ad- Immunization Campaign- June '10	\$1,000.00	Federal	Federal Child Immunization Grant- must be encumbered by 3/15/10. Documentation attached.
Sponsorships			
Pacers Game- Click it or Ticket- March '10	\$1,250.00	Federal	
Promotional Items			
Yard Sticks- White Lies at State Fair- August '10	\$500.00	Dedicated	
Publications			
Brochures- Indiana State Museum Lincoln Exhibit- February '10	\$5,000.00	Dedicated	
Total Budget	\$7,750.00		
Total By Funding Source:			
Total State (General Fund)	\$0.00		
Total Dedicated	\$5,500.00		
Total Federal	\$2,250.00		

Implementation

- Identify Marketing Mix
 - Match promotion strategies to objectives
 - Indicate how your promotion strategy supports the proposed objective
 - Earned Media
 - Press release, Interviews, etc.
 - Paid Media
 - Broadcast, print, outdoor or web advertising, direct mail, etc.
- A calendar may be included to summarize how you propose to implement your plan
- Is there anything that was implemented **LAST** year, that you did not include in this plan and why?